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BEFORE THE DEPARTMENT OF BUSINESS OVERSIGHT
OF THE STATE OF CALIFORNIA

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| In the Matter of: |) | CRD NOS.: 136082, 2956667 |
| |) | |
| THE COMMISSIONER OF BUSINESS |) | ORDER REVOKING INVESTMENT |
| OVERSIGHT, |) | ADVISER CERTIFICATE PURSUANT TO |
| |) | CORPORATIONS CODE SECTION 25232 |
| Complainant, |) | |
| v. |) | |
| |) | |
| JOSEPH FRANCIS DIEZ, doing business as |) | |
| ALII CONSULTING, |) | |
| Respondent. |) | |

1. The Commissioner of Business Oversight is authorized to administer and enforce the provisions of the Corporate Securities Law of 1968 (Corp. Code, § 25000 et seq.) (CSL), and the regulations promulgated thereunder at California Code of Regulations, title 10, section 260.000 et seq.

2. On or about September 15, 2005, pursuant to CSL section 25230, the Commissioner issued an investment adviser certificate to Respondent Joseph Francis Diez (CRD No. 2956667) (Diez), doing business as Alii Consulting (CRD No. 136082).

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1 3. Diez and Alii Consulting have a reported business address of 182 Howard Street
2 #254, San Francisco, California 94105.

3 4. The Commissioner examined the investment adviser business of Diez and Alii
4 Consulting on or about May 17, 2010 and October 28, 2013, and found violations of CSL sections
5 25241 and 25238, and California Code of Regulations, title 10, sections 260.238, subdivisions (h)
6 and (o), 260.241.3, subdivision (a)(10), and 260.241.4, subdivisions (a) and (e).

7 5. As a result of these violations, the Commissioner issued to Diez and Alii Consulting
8 an Order to Discontinue violations on February 3, 2017 and a Final Order Levying Administrative
9 Penalties Pursuant to Corporations Code Section 25252 on April 27, 2017, requiring the payment of
10 \$15,000.00 in penalties to the Commissioner. Diez and Alii Consulting were served with both
11 orders. Diez and Alii Consulting did not request a hearing to challenge these orders or otherwise
12 contact the Commissioner regarding the allegations contained therein. To date Diez and Alii
13 Consulting have not paid the \$15,000.000 in penalties that were due by May 27, 2017. Therefore,
14 Diez and Alii Consulting are in violation of the Final Order Levying Administrative Penalties
15 Pursuant to Corporations Code Section 25252.

16 6. On September 8, 2017, the Commissioner issued an Accusation in Support of Order
17 Revoking Investment Adviser Certificate Pursuant to Corporations Code Section 25232
18 (Accusation). The Accusation was served on Diez and Alii Consulting on September 11, 2017.
19 Diez and Alii Consulting did not request a hearing to challenge the Accusation. Therefore, the time
20 for Diez and Alii Consulting to request a hearing on the Accusation has expired.

21 Based upon the foregoing, the Commissioner finds that it is in the public interest to revoke
22 the investment adviser certificate of Joseph Francis Diez (CRD No. 2956667), doing business as Alii
23 Consulting (CRD No. 136082).

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1 GOOD CAUSE APPEARING THEREFORE, pursuant to Corporations Code section 25232,
2 subdivision (h), it is hereby ordered that the investment adviser certificate of Respondent Joseph
3 Francis Diez doing business as Alii Consulting is revoked. This order is effective immediately.

4 Dated: October 27, 2017
5 Sacramento, California

JAN LYNN OWEN
Commissioner of Business Oversight

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7 By: _____
8 MARY ANN SMITH
9 Deputy Commissioner
10 Enforcement Division
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